

## BOXING BED :60 SEC

LUN 317-09

11-19-09

Open on a boxing bell ringing loudly.



SFX: Bell clanging loudly.

Pull back to reveal a woman sitting in bed in the middle of the night.



SFX: Sound design of punches and other components of a boxing match.

VO: If you've taken your sleep aid,

Cut to close up of woman.



...and you're still fighting to sleep...

She tries to go back to sleep.  
She tosses and turns.



SFX: Sounds of rustling sheets.

...in the middle of the night,

She continues to try to go back to sleep.



SFX: Rustling of sheets as she moves around in the bed...mixed with the sound design.

...why would you go one more round...

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The fight bell rings again. She sits up.



SFX: Bell clanging.

...using it?

She can't go back to sleep.



VO: You don't need a rematch...

The Luna moth flies across the room.



...but a re-think...

The Lunesta logo fades up.



...with Lunesta.

SUPER: Lunesta logo.  
Individual results may vary.

The moth flies across the logo.

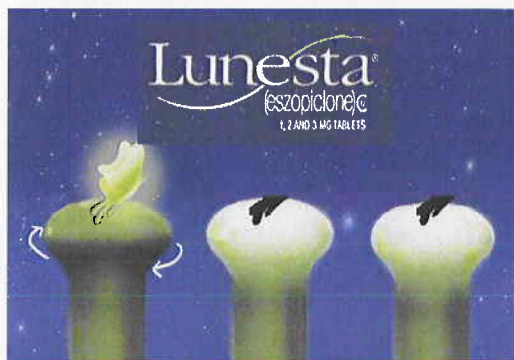


Lunesta is different.

SUPER: Lunesta logo.  
Available by prescription only.

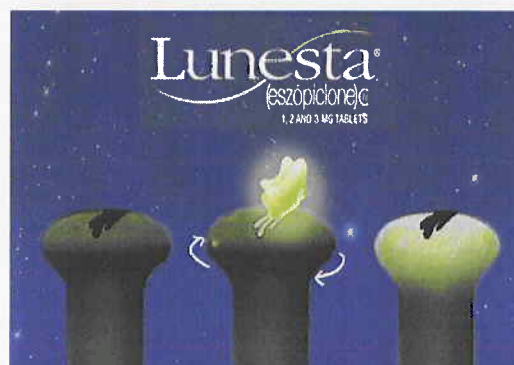
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Reveal the receptors.  
The moth alights on the first one.



It keys into receptors that support sleep...

The action with the moth is repeated on the second receptor.



...setting your sleep process...

The action with the moth is repeated on the third receptor.



...in motion.

The woman is asleep.  
The moth dismantles the ropes.



Lunesta helps you get the restful sleep you need.

**SUPER:**  
In clinical trials Lunesta helped the majority of patients sleep up to 7 hours.

The woman is asleep.



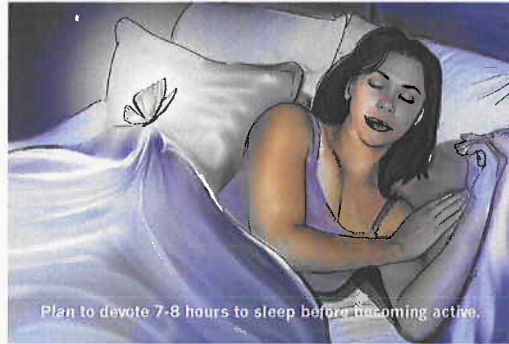
*When taking LUNESTA, don't drive or operate machinery until you feel fully awake. Walking, eating, driving or engaging in other activities while asleep without remembering it the next day have been reported. Abnormal behaviors may include aggressiveness, agitation, hallucinations or confusion. In depressed patients, worsening of depression, including risk of suicide, may occur.*

**SUPER:** It has some risk of dependency. It's non-narcotic.



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The woman is asleep.



*Alcohol may increase these risks. Allergic reactions such as tongue or throat swelling occur rarely and may be fatal. Side effects may include unpleasant taste, headache, dizziness and morning drowsiness.*

**SUPER:** Plan to devote 7-8 hours to sleep before becoming active.

The moth flies toward the camera.



Stop fighting with your sleep.

**SUPER:** See our ad in US News & World Report.

Lunesta logo comes up.  
Moth flies across and illuminates free trial super.



Get a free 7-night trial online and...

**SUPER:** Lunesta logo.  
Get a voucher for a free 7-night trial at [www.lunesta.com](http://www.lunesta.com)  
1-800-LUNESTA

The moth flies up to complete the logo.



...ask your doctor about switching to Lunesta and...

**SUPER:** Lunesta logo.  
Get a voucher for a free 7-night trial at [www.lunesta.com](http://www.lunesta.com)  
1-800-LUNESTA

Cut to woman standing in her bathroom looking in the mirror.



...discover a restful Lunesta night.

**SUPER:** [www.lunesta.com](http://www.lunesta.com)  
Sepracor logo.